

7 TIPS FOR BATCH-CREATING CONTENT

Creating content en masse takes planning, but the time saved is well worth it! Here are some tips to help you out.

01

Map out a content calendar to pillars

You should have a content strategy and calendar no matter how you create content – it's the most effective way to ensure you're staying on message and everything you create ladders up to agreed core 'themes' that you'd like to share or promote about your brand and business.



02

Set aside monthly brainstorming time

It's easy to get caught up in ad hoc content creation, and while that method can be effective occasionally (such as when you're creating reactive/trending content), it's not sustainable long-term. Use monthly brainstorming time to organise all your ideas and identify the strongest ones to create.

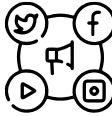
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03

Group similar themes or content types together

Dedicate time to video content, written content, stat-based posts, staff profile posts or other similar groupings. When you're in a certain zone, you're as efficient as possible.



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04

Repurpose content

Take a look at some of your past blogs, web copy and social posts and identify anything that is 'evergreen' (i.e., not time sensitive) that you can repurpose in a different way. Could a blog become an infographic? Could a social caption become a carousel post?

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05

Outsource!

Content done well takes time, so identify the type of content you may not be strongest at (such as video or graphic design) and outsource it to an agency with the expertise to make it happen.



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Use templates

Create templates for certain types of content to make writing and designing a lot easier. (This is also a great opportunity to partner with an agency who can help you create templates that you can simply edit as you go.)

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Automate where you can

Scheduling tools are the best time-savers when it comes to content creation. Many are visual which makes seeing where content is and how it will appear on a feed a lot easier.



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WANT SOME HELP WITH CONTENT IDEAS, STRATEGY OR BRINGING IT ALL TOGETHER?

GET IN TOUCH